



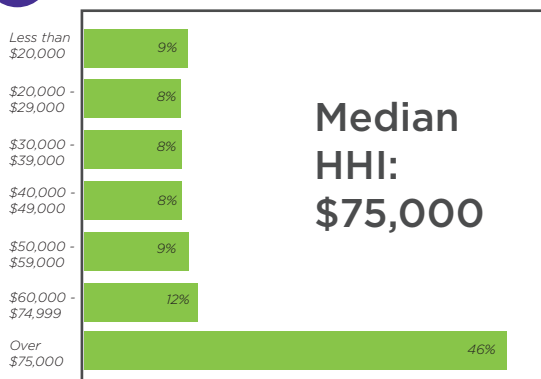
WNYR-FM

➤ Weekly Listener Estimate
44,622*

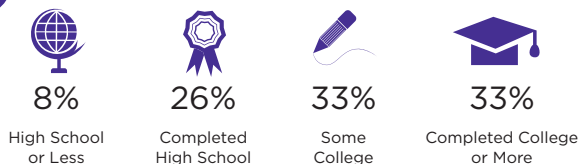
➤ Target
Women 25 - 54

➤ Personalities
5:30 to 9:00 a.m. — Jim and Mary
9:00 a.m. to Noon — Jim Schreck
Noon to 5:00 p.m. — Sorah
5:00 to 9:00 p.m. — John Tesh

➤ Household Income



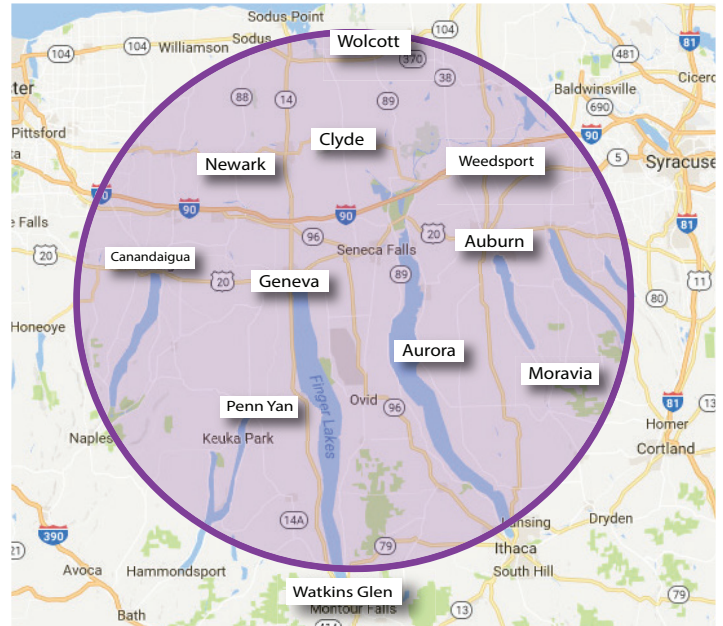
➤ Education



➤ Home Ownership
71% Own Home



➤ Coverage



➤ Occupation

Professional and Related Occupations	17%
Management, Business and Financial	12%
Sales and Office	17%
Natural Resources, Construction, Maintenance	5%
Other	19%

➤ Households with Children
49% Have Children at Home



➤ Marital Status

